

Personalization Tutorial

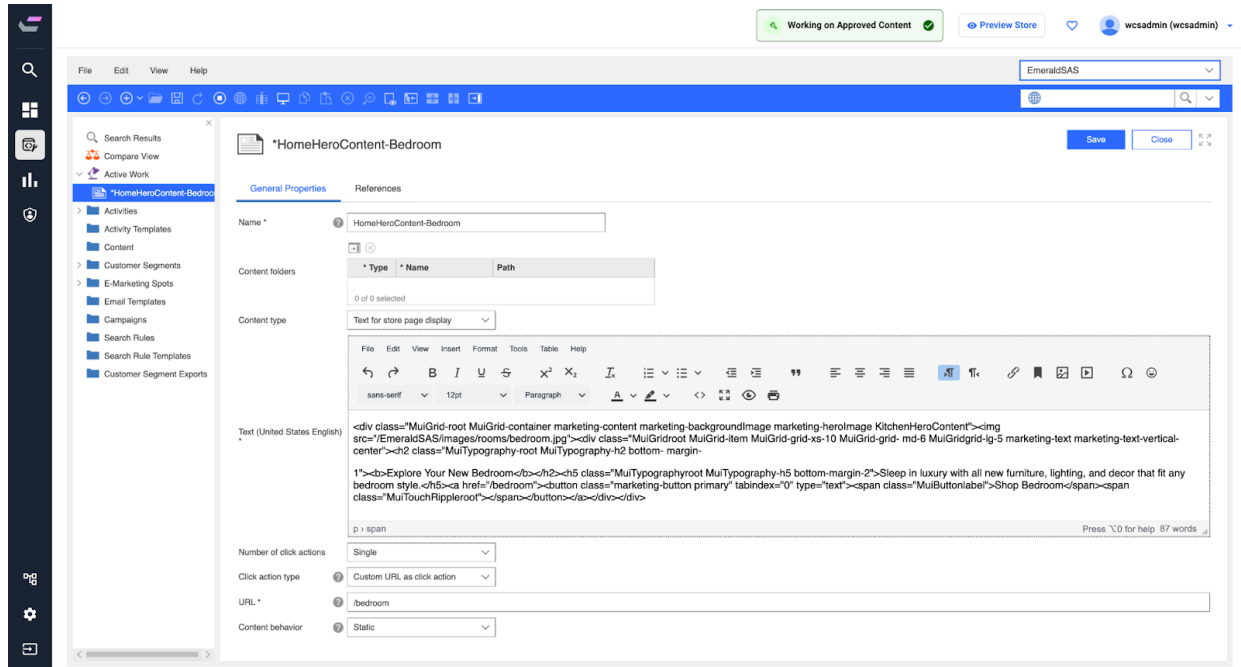
Step 1 - Review Current Website Content

1. Open up the Ruby Storefront from the Marketplace link
2. Review the home hero image and recommend products currently displayed
3. Click on any recommended product
4. Add to cart > View full cart
5. Click on Ruby icon in top right of page
6. Notice that the home hero image and product recommendations are unchanged

Step 2 - Create New Home Hero Content

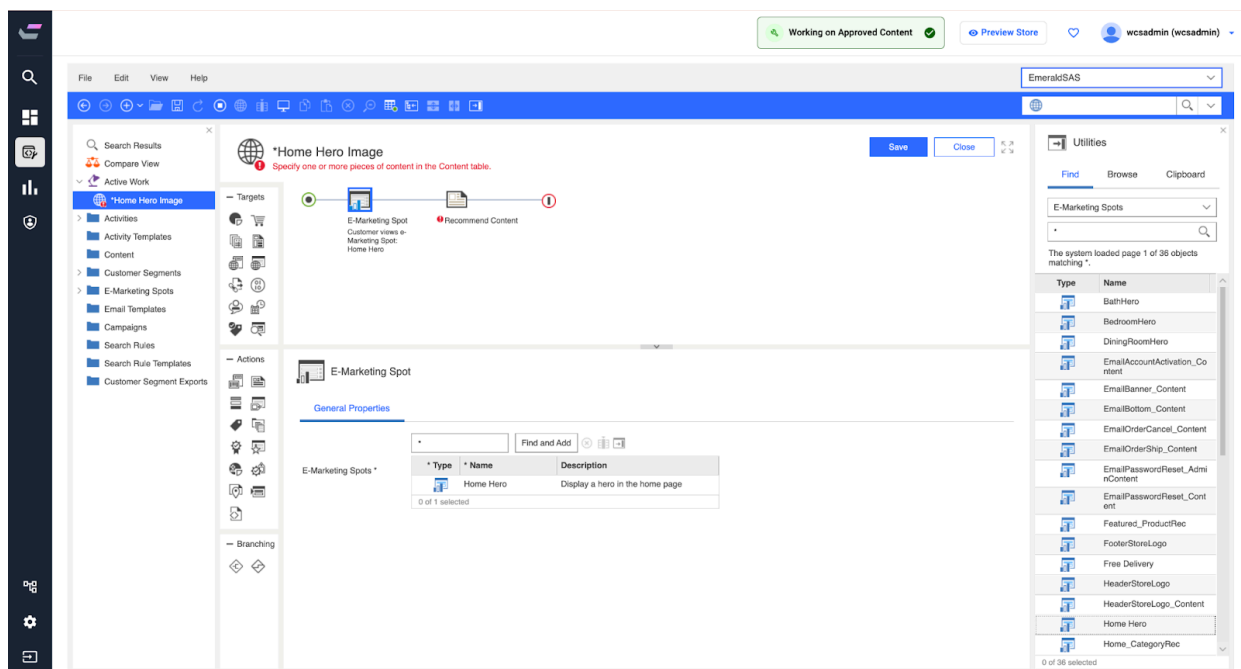
1. Open Management Center from the Marketplace link
3. Navigate to the Marketing Tool
4. Verify store showing right side drop down is EmeraldSAS
 - a. If not, select from drop-down menu
5. Select Content from left menu list
6. Select HomeHeroContent
 - a. Right Click > Copy
 - b. Right Click > Paste
7. Modify new content
 - a. Name: HomeHeroContent-Bedroom
 - b. Text:

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<div class="MuiGrid-root MuiGrid-container marketing-content marketing-backgroundImage marketing-heroImage KitchenHeroContent"><div class="MuiGridroot MuiGrid-item MuiGrid-grid-xs-10 MuiGrid-grid-md-6 MuiGridgrid-lg-5 marketing-text marketing-text-vertical-center"><h2 class="MuiTypography-root MuiTypography-h2 bottom-margin-1"><b>Explore Your New Bedroom</b></h2><h5 class="MuiTypographyroot MuiTypography-h5 bottom-margin-2">Sleep in luxury with all new furniture, lighting, and decor that fit any bedroom style.</h5><a href="/bedroom"><button class="marketing-button primary" tabindex="0" type="text"><span class="MuiButtonlabel">Shop Bedroom</span><span class="MuiTouchRippleroot"></span></button></a></div></div>
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 - c. URL: /bedroom
8. Save > Close

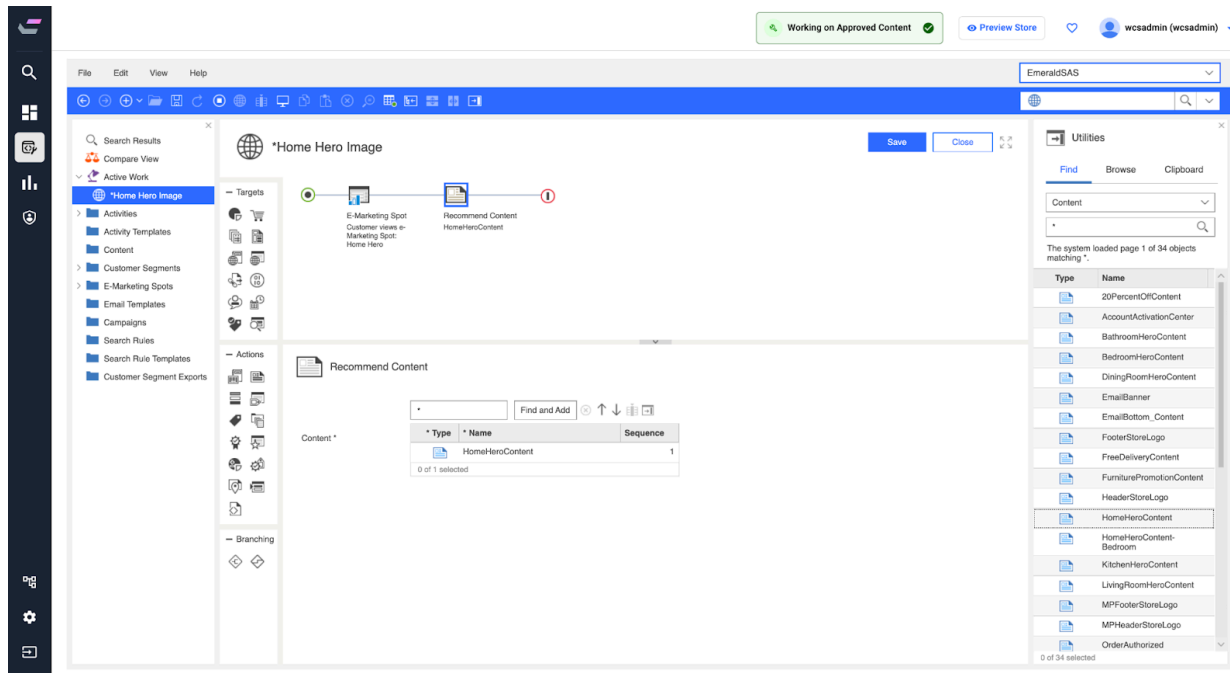


Step 3 - Create Home Hero Web Activity

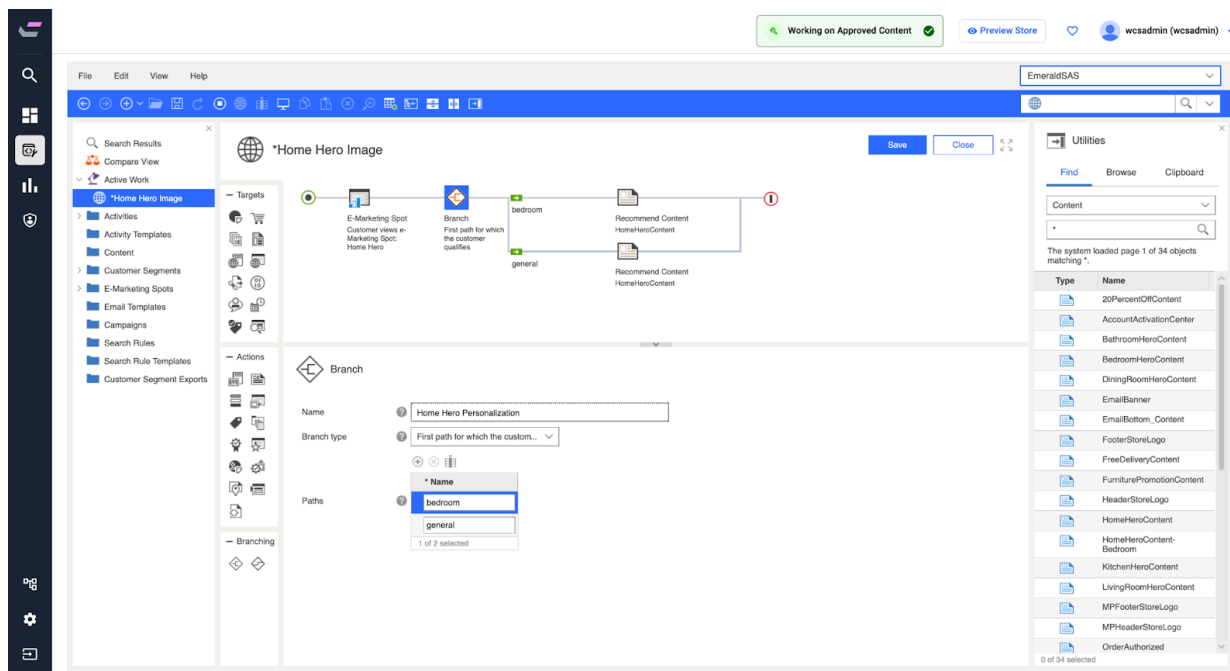
1. Select Activities from left menu list
2. Right Click Activities and select New Web Activity > Content Recommendation > OK
3. Select Starting Point on workspace
 - a. Name: Home Hero Image
4. Select E-Marketing Spot on workspace
 - a. Enter "*" in search box and click 'Find and Add'
 - b. From list on right, drag over "Home Hero" to the selection area



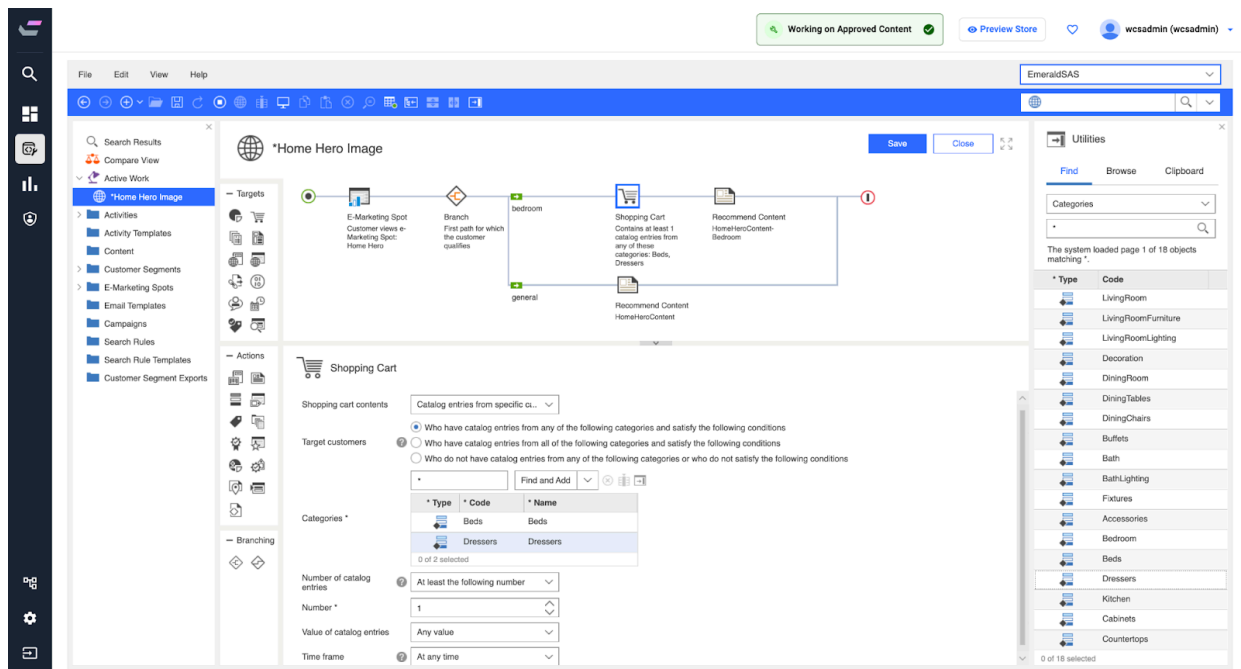
5. Select Recommended Content on workspace
 - a. Enter “*” in search box and click ‘Find and Add’
 - b. From list on right, drag over “HomeHeroContent” to the selection area



6. Drag Branch icon from tool panel to area between E-Marketing Spot and Recommended Content
7. Select Branch on workspace
 - a. Name: Home Hero Personalization
 - b. Paths: Bedroom, General



8. Select Recommend Content from Bedroom Branch on workspace
 - a. Click on HomeHeroContent listed in the Content box and click the “X” next to the ‘Find and Add” button to remove it
 - b. Enter “*” in search box and click ‘Find and Add”
 - c. From list on right, drag over “HomeHeroContent-Bedroom” to the selection area
9. Drag Cart icon from tool panel to the Bedroom branch right before the Recommended Content icon
10. Select Cart from Bedroom Branch on workspace
 - a. Shopping Cart Contents: Catalog Entries from Specific Categories
 - b. Target Customers: Who have catalog entries from any of the following categories and satisfy the following conditions
 - c. Categories
 - i. Enter “*” in search box and click ‘Find and Add”
 - ii. From list on right, drag over “Beds” and “Dressers” to the selection area
 - iii. Save

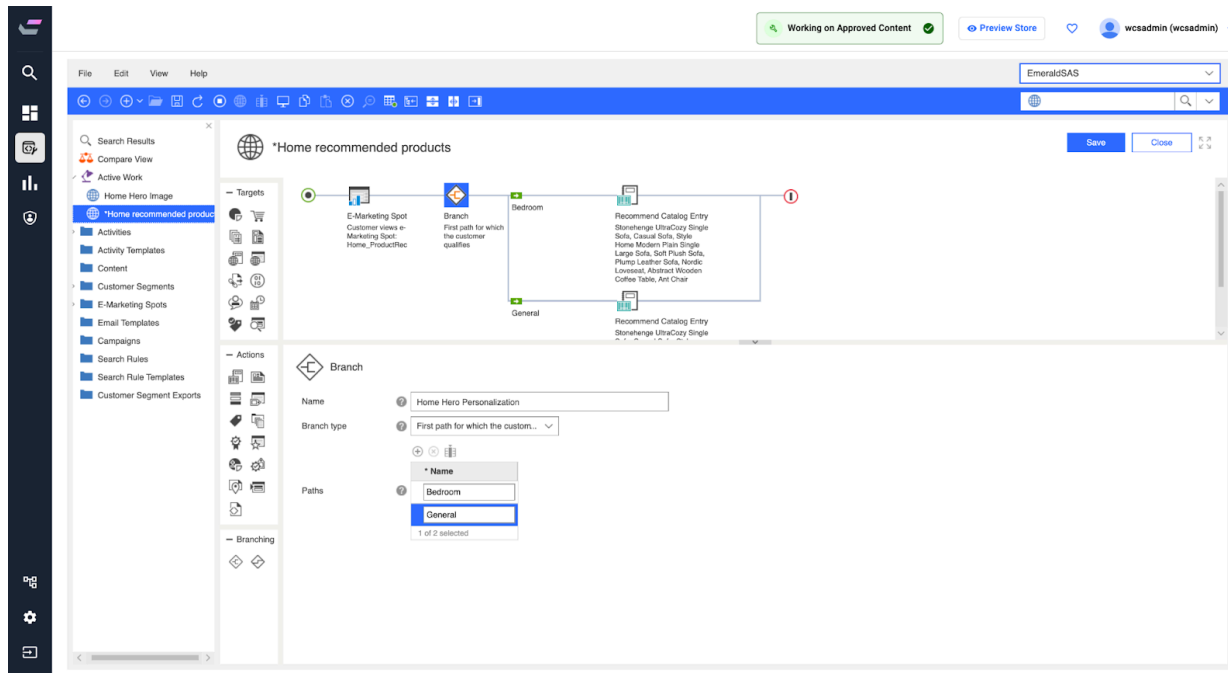


11. Edit > Click Activate Icon
12. Close

Step 5 - Modify Home Hero Web Activity

1. Select Activities from left menu list
2. Select “Home Recommended products”
3. Click Deactivate Icon
4. Double click on “Home recommended products” to open activity
5. Drag Branch icon from tool panel to area between E-Marketing Spot and Recommended Catalog Entry

6. Select Branch on workspace
 - a. Name: Home Hero Personalization
 - b. Paths: Bedroom, General



7. Drag Cart icon from tool panel to the Bedroom branch right before the Recommended Catalog Entry icon
8. Select Cart from Bedroom Branch on workspace
 - a. Shopping Cart Contents: Catalog Entries from Specific Categories
 - b. Target Customers: Who have catalog entries from any of the following categories and satisfy the following conditions
 - c. Categories
 - i. Enter "*" in search box and click 'Find and Add'
 - ii. From list on right, drag over "Beds" and "Dressers" to the selection area
9. Select Recommend Catalog Entry from Bedroom Branch on workspace
 - a. Right click > select all entries listed in the catalog entries box
 - b. Click the "X" next to the 'Find and Add' button to remove it
10. Add Bedroom products
11. Within the search box, enter and add the following products
 - a. BD-BEDS-0001
 - b. BD-BEDS-0004
 - c. BD-DRSS-0003
 - d. BD-DRSS-0002
 - e. BD-BEDS-0003
12. Save

